

HCDE 537 Final Presentation

Team ICHS

Presenters:

Kaiyue Fan, Ka Yan Tsang (Sally),

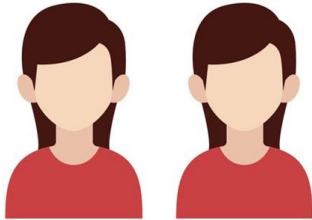
Wenbo Wang (Joey), Zhikang Xu (Ethan)



ICHS Marketing Stakeholders



Angela Toda,
Debbie Louie



Designers

Kaiyue, Sally



Researcher

Ethan



Researcher + PM

Joey

Situation

International Community Health Services (ICHS) provides **culturally and linguistically appropriate health services** to improve the wellness of King County's diverse people and communities.

It currently runs in 4 major clinics in the Greater Seattle Area and serves mostly **new immigrants** and English-as-Second-Language (ESL) patients.



Situation

Currently, their main website ICHS.com suffers from **low utilization** and **high bounce rates**. Stakeholders wish to improve the website to attract new patients, retain existing patients, inspire job seekers and supporters and improve on overall usability.



Business Objectives

- To continue to attract and retain patients, donors and staff
- To sustain partnership with community partners, advocacy group and lawmakers
- To advocate ICCHS as a proud community service provider for immigrants and minorities

Web Design Objectives

- Increase **user browsing count** in a month by 20% after launch
- Decrease **user bounce rate** by 20% after launch

from current website
telemetry, user survey,
interview & usability tests

**ICHS is
valuable to
users
because...**

1

**Community
involvement**

2

**Multilingual
services**

3

**Help with medical
system, such as
insurance**

from survey, interview &
usability testing

5 Pain-points

In current website

1

Confusing IA

2

Usability issues

3

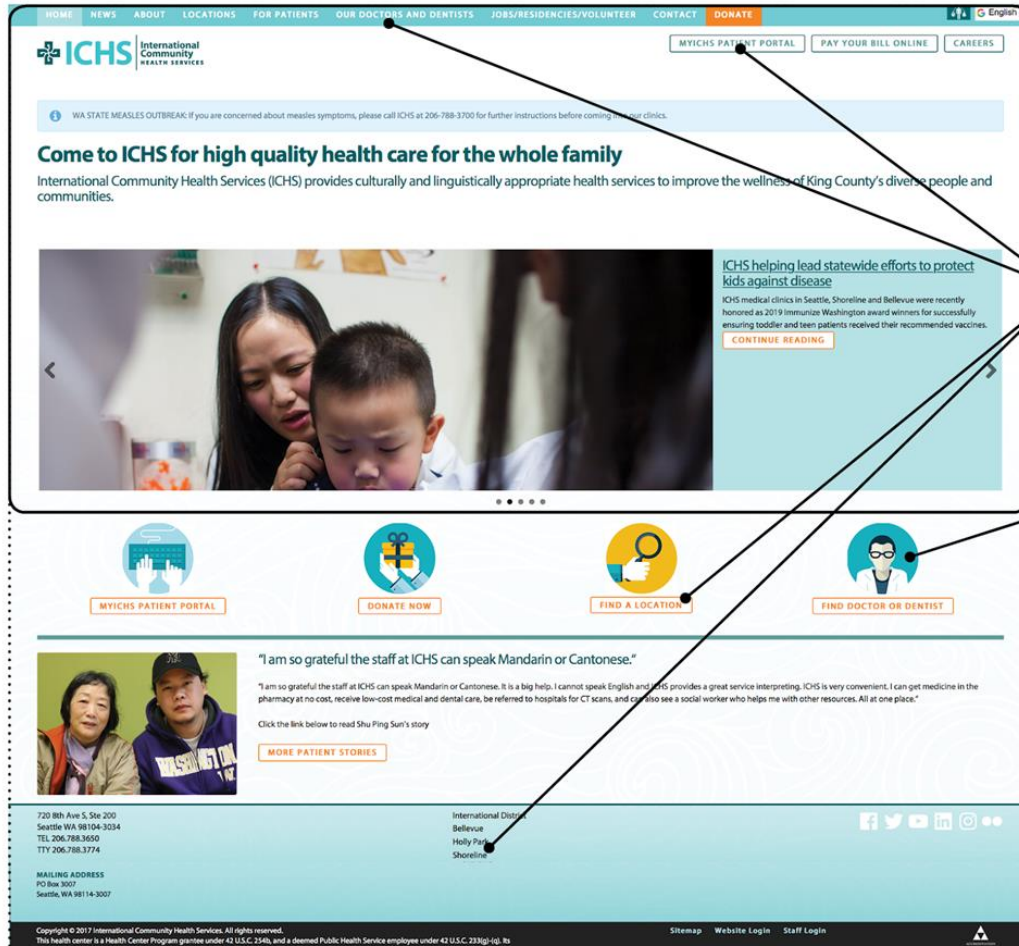
Lack of UI standards
& Consistency

4

Inaccurate &
inadequate
information

5

Mismatch between users'
expectation & current website
offerings



2 Usability Issues

a. Action items too small & marginalized

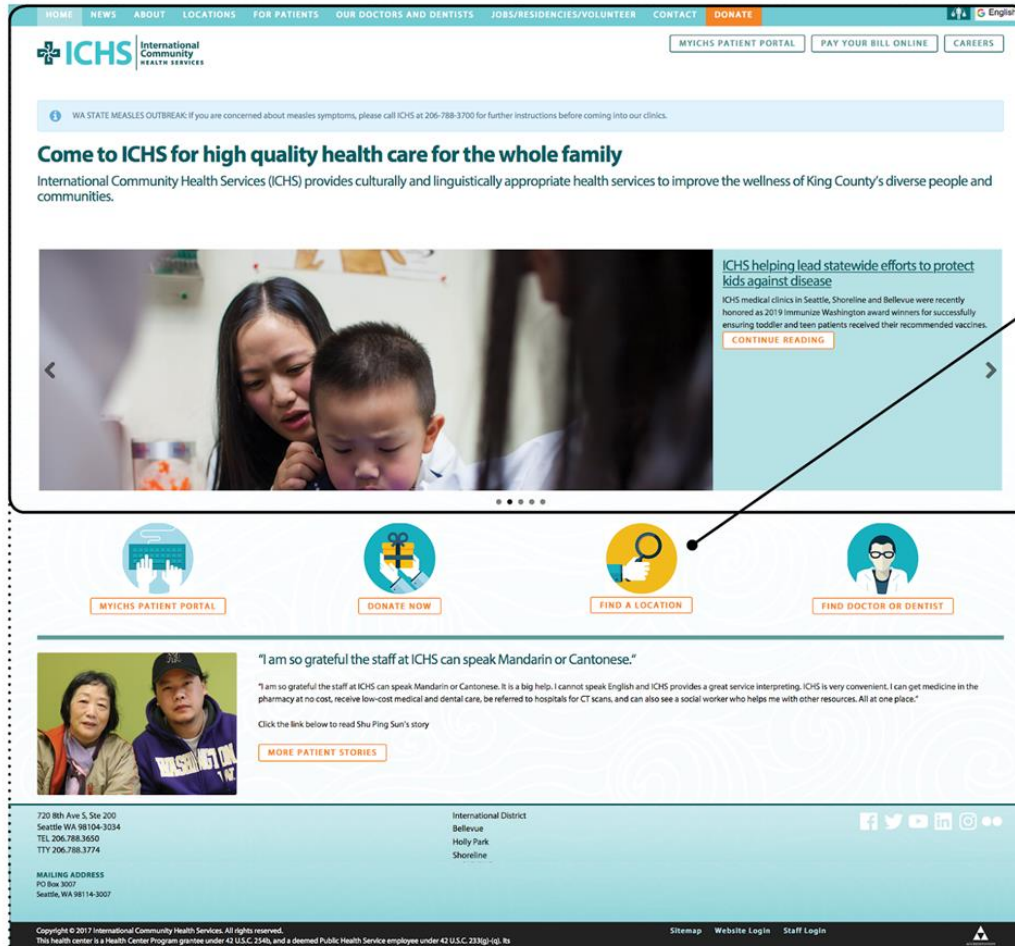
- > Large, visible action items centrally located
- > Locate key action items within screen boundary

b. Confusing unclickable items

- > Enlarge clickable area
- > Improve feedback visibility

c. Broken links, e.g. staff login leads to gmail

- > Fix links



3

Lack of Standards & Consistency in UI

- a. Within page, misprioritized content, major action items require scrolling to get to
 - > Evaluate how homepage represents organization, appropriate content proportions
- b. Color contrast difficult to see, e.g. user cannot find "menu" on mobile view
 - > Improve color contrast & consistency, particularly for action items



HOME NEWS ABOUT LOCATIONS FOR PATIENTS OUR DOCTORS AND DENTISTS JOBS/RESIDENCIES/VOLUNTEER CONTACT DONATE

International Community Health Services

Search

MYICHS PATIENT PORTAL PAY YOUR BILL ONLINE CAREERS

Patient Stories

[I am so grateful the staff at ICHS can speak Mandarin or Cantonese.](#)

Posted on January 4, 2019 by Angela Toda

International Community Health Services

"My relatives introduced me to ICHS and I come here because they provide quality care and the staff understand my language and culture."

My name is Shu Ping Sun and I am 60 years old. I immigrated to the United States seven years ago from Guangdong province in China. After I moved here I got a divorce and lived alone until two months ago, when my son finally arrived in Seattle. Since he was over 18 years old, he was not eligible for a green card and had to stay by himself in China until I could apply for him.

[I feel like I'm with family.](#)

Posted on April 25, 2018 by Angela Toda

Three days out of seven, Lucia Leandro Gimeno, a 38-year-old trans person who often goes by "LL," goes to dialysis treatment. After a scary hospital stay less than a year ago, LL was diagnosed with end stage kidney failure, which means LL's own kidneys can no longer do the important job of removing the body's waste.

Today, LL looks happier in a bright tee and scarf, the demands of a disease that requires constant medication, treatment and need for rest, camouflaged with an upright smile.

Medicaid and Medicare keep LL working and productive, but uncertainty over federal funding of these programs, and the health safety net that LL and many disabled people rely upon, leaves unsettling questions.

"The stress that I deal with, besides the lack of awareness around trans issues, is the stress around finances and health benefits. I don't make that much money," said LL.

LL is a trained doula and head of a non-profit that provides doula services to Seattle's trans community. LL, who attended protests as a youth with two activist

ICHS: 45 YEARS OF CARING FOR OUR COMMUNITIES

UPCOMING EVENTS

23 Thu	11:00 am	ICHS Community Kitchen @ International District Community Center
24 Fri	10:00 am	Outreach and Education @ Outside of City Hall at Crossroads Mall
27 Mon	10:00 am	Chinese-Speaking Line Dancing @ International District Community Center
28 Tue	8:30 am	Outreach & Education @ CISC
	10:00 am	Outreach and Education @ Outside of City Hall at Crossroads Mall
29 Wed	10:00 am	Outreach and Education @ Jubilee Beach Thrift Store

Sign up for our newsletter

View Calendar

3

Lack of Standards & Consistency in UI (cont'd)

c. Irrelevant content confuses users, e.g. event calendar on every page

> Remove noise

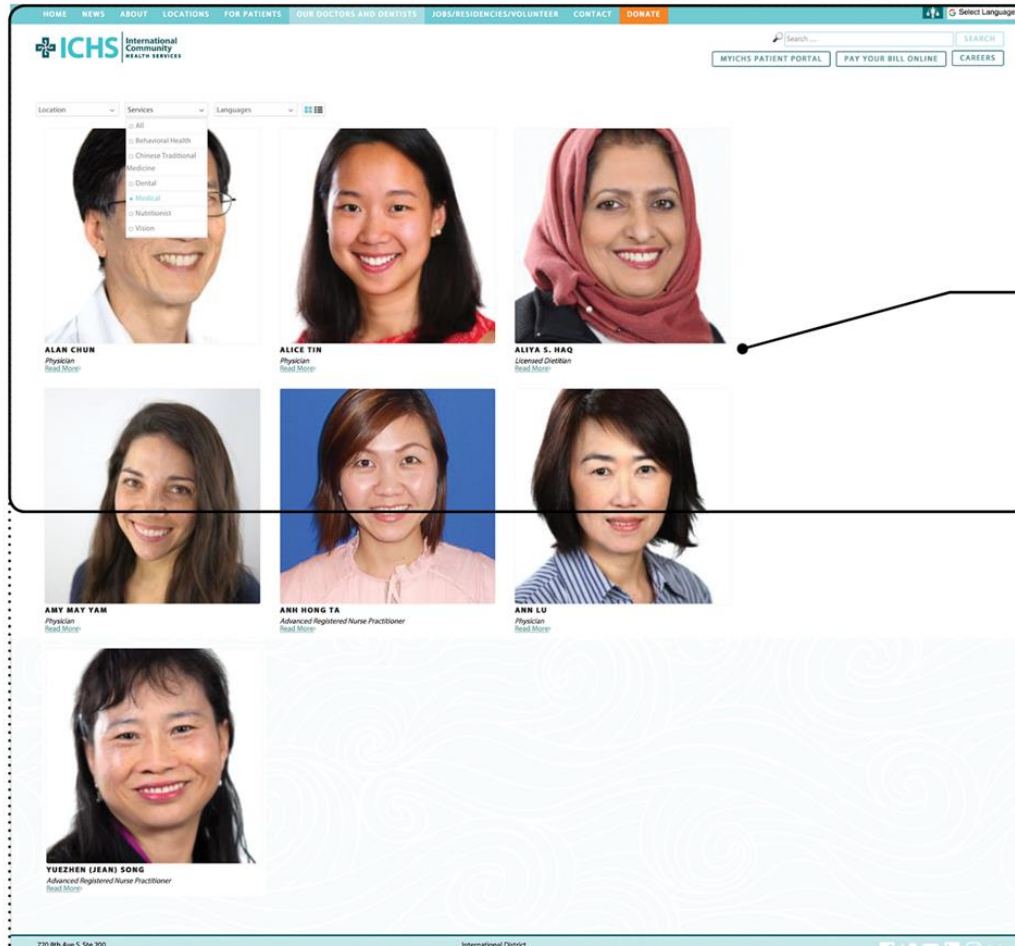
d. Content strategy lacks consistency

- Inconsistent layout
- Inconsistent font & text size
- Inconsistent image treatment, e.g. doctors' profile

> Apply structure to organize content

> Set standards





4

Inaccurate & Inadequate Information

a. Inaccurate information,
e.g. inaccurate filtered results

> Technical issues, out of our scope

b. Missing critical information,
e.g. doctor's availability/
accept new patient

> Provide critical information

Alan Chun
Posted on November 20, 2012 by Angela Toda

LOCATION:
International District

LANGUAGE:
English

YEAR JOINED ICHS:
1994

MEDICAL DEGREE:
Medical Doctor

EDUCATION:
University of Hawaii School of Medicine

RESIDENCY:
Kaiser/University of Hawaii Family Practice

WHY I WORK AT ICHS:
I want to serve the Asian immigrant population, particularly the elderly. I like being able to learn about Chinese Cantonese.

PATIENT CARE PHILOSOPHY:
Health care is a right and should not be limited by lack of ability to pay or lack of English proficiency. Everyone is appropriate for that person's age and health condition.

The screenshot shows the ICHS website homepage. At the top, there is a navigation bar with links: HOME, NEWS, ABOUT, LOCATIONS, FOR PATIENTS, OUR DOCTORS AND DENTISTS, JOBS/RESIDENCIES/VOLUNTEERS, CONTACT, and DONATE. A search bar and a language selection dropdown are on the right. Below the navigation is a grid of six photos showing diverse people in a clinical setting. To the right, there is a video player titled "ICHS: 43 YEARS OF CARING FOR OUR COMMUNITIES" with a play button and a progress bar. Below the video is an "UPCOMING EVENTS" calendar with the following entries:

Date	Event
23 Thu	11:00 am ICHS Community Kitchen @ International District Community Center
24 Fri	10:00 am Outreach and Education @ Outside of City Hall at Crossroads Mall
27 Mon	10:00 am Chinese Speaking Line Dancing Class @ International District Community Center
28 Tue	6:30 am Outreach & Education @ CSC
29 Wed	10:00 am Outreach and Education @ Jubilee Beach Park Store

Below the calendar is a "NEWSLETTER SIGNUP" form. The main content area on the left has a heading "Jobs at ICHS" and text describing the organization's commitment to cultural and linguistic appropriateness. It includes a "Job Openings" section with a link to "Job opportunities are updated frequently. Positions are open until filled." and a "Medical Laboratory Technician (MLT) - Part-Time" listing. At the bottom, there is a "Non-Discrimination Notice", "Core Values" section, and "Volunteering" information.

5

Mismatch between Users' Expectation & Current Website Offerings

- a. Patients wish to make appointments
- b. Job-seekers wish to view available jobs openings before going into third party to apply

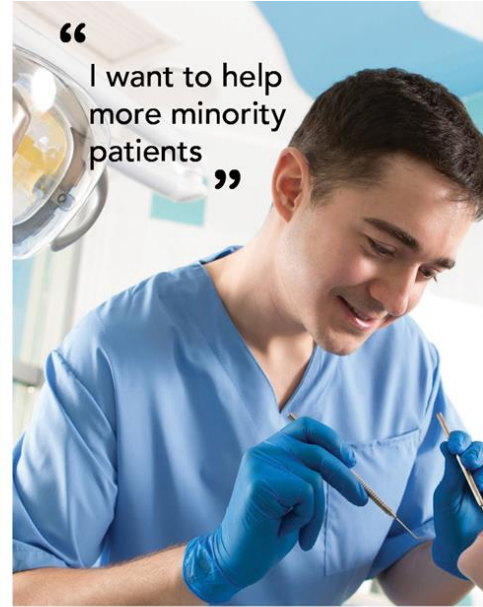
> Explore possibilities for additional functions

Personas



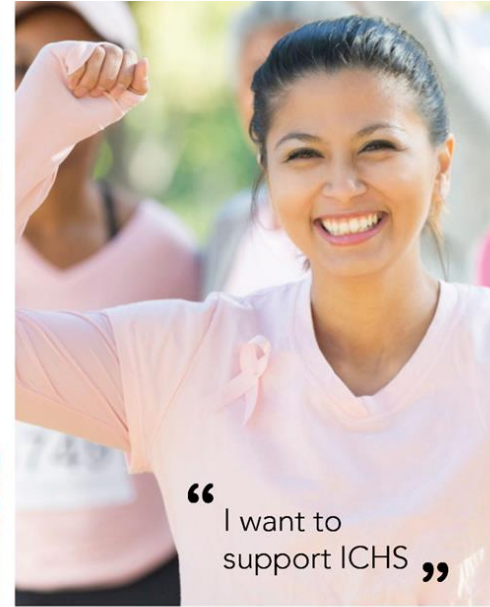
Primary: Patient

- Check medical record
- Find location
- Find doctor & make appointments



Secondary: Job-seeker

- See latest job postings
- Understand benefits & compensation



Tertiary: Supporter

(donor/ volunteer/ partner/ lawmaker)

- Understand ICBS mission & values
- Find out ongoing financial & volunteer needs, e.g. through event calendar

Design Principles

1 Inclusive

- Multilingual
- Big text, plain language

3 Community centered

- Images show groups of people instead of individuals

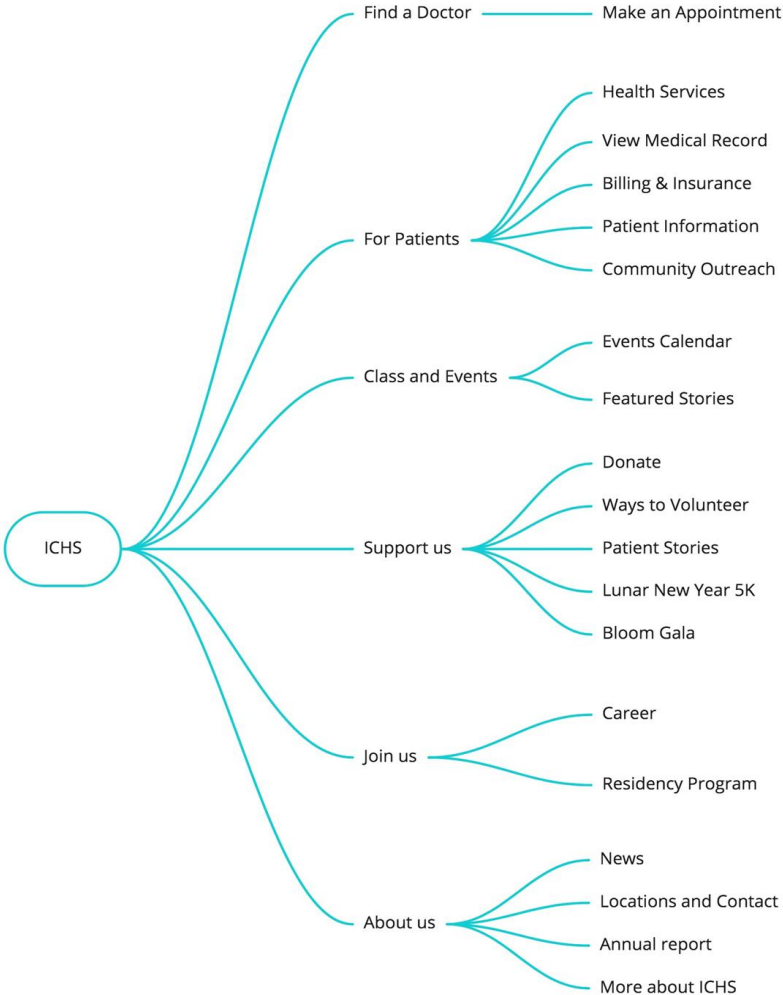
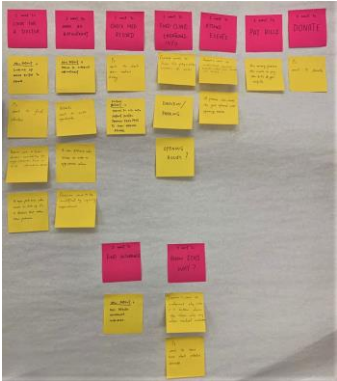
2 Flexible & efficient

- Multi-navigation & reduced clicks
- Better structured information architecture (IA)
- Large and visible action items

4 Consistency

- Fewer font types & sizes

Information Architecture



IA Iterations

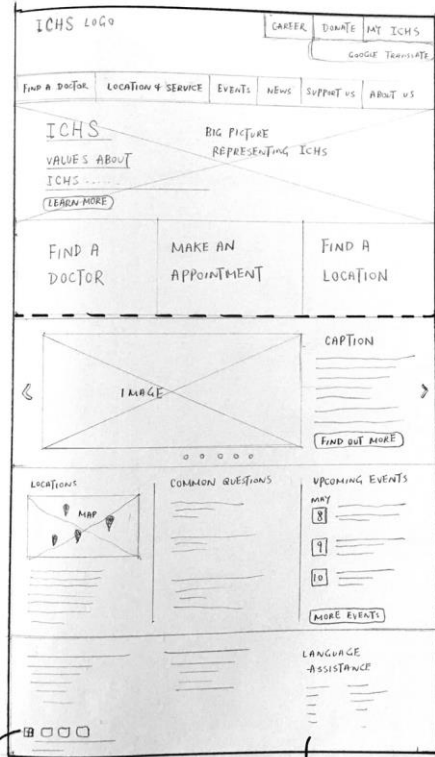
Find a Doctor	For Patients ▾	News & Events ▾	Support Us ▾	About Us ▾	I want to ▾
	Services	Events Calendar	Donate	ICHS History	Find a Doctor
	Appointments	Featured Stories	Ways to Volunteer	ICHS Leadership	Make Appointments
	Insurance Help	In the News	Residency Program	Annual Report	Find Locations
	Pay Your Bill		Career	Locations & Contact	Pay my Bill
	Patient FAQ			Frequent Questions	View Medical Record

Find a Doctor	For Patients ▾	News & Events ▾	Support Us ▾	About Us ▾	I want to ▾
Services	Events Overview	Donate	ICHS History	Find a Doctor	
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Pay Your Bill	In the News	Career	Locations & Contact	Pay my Bill	
Patient FAQ			Frequent Questions	View Medical Record	

Find a Doctor	For Patients ▾	Classes & Events ▾	Support Us ▾	Join Us ▾	About Us ▾	I want to... ▾
	For patients	Class & events	Support us	Join Us	About us	i WANT TO
	Health Services View Medical Record Billing & Insurance Patient Information Community Outreach	Events Calendar Featured Stories	Donate Ways to Volunteer Patient Stories Lunar New Year 5K Bloom Gala	Career Residency Program	News Annual Report Locations & Contact More About ICHS	Find a Doctor Find Locations Pay My Bill View Medical Record Join an Event

Ideation Wireframes

HOME PAGE



VALUE PROPOSITION

ACTION ITEM FOR PATIENT

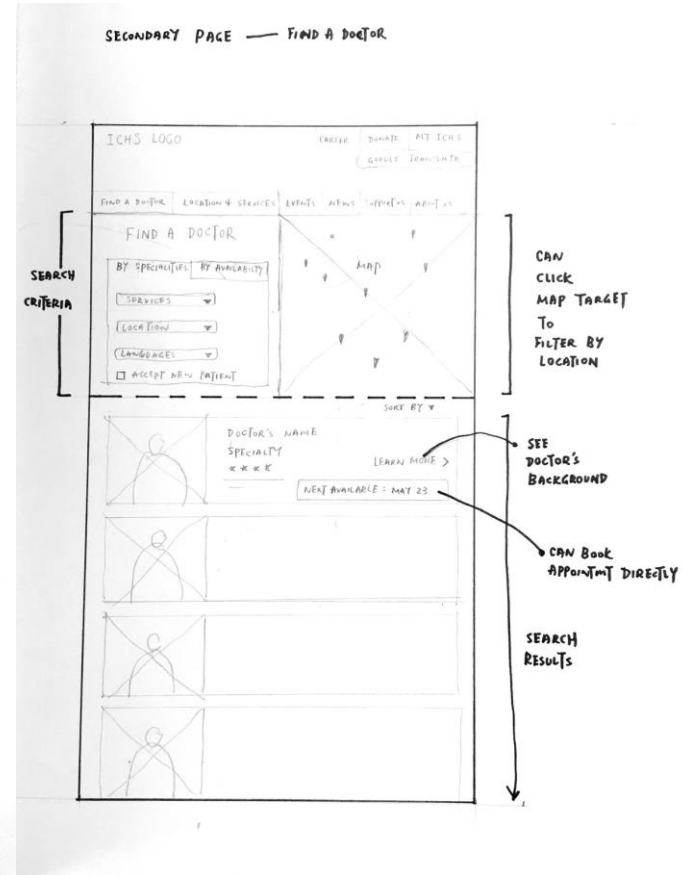
NEWS & PATIENT STORIES

QUICK LINKS

SOCIAL MEDIA LINK

LANGUAGE ASSISTANCE

SECONDARY PAGE — FIND A DOCTOR



CAN CLICK MAP TARGET TO FILTER BY LOCATION

SEE DOCTOR'S BACKGROUND

CAN BOOK APPOINTMENT DIRECTLY

SEARCH RESULTS

Ideation

Scenario Design

1 Patient

Find a doctor



Make an appointment with a found doctor



Modify an appointment

2 Job Seekers

Search for job



Apply

3 Supporters

Find operation and financial info about ICHS



Donate

4 Commons

Find event of interest



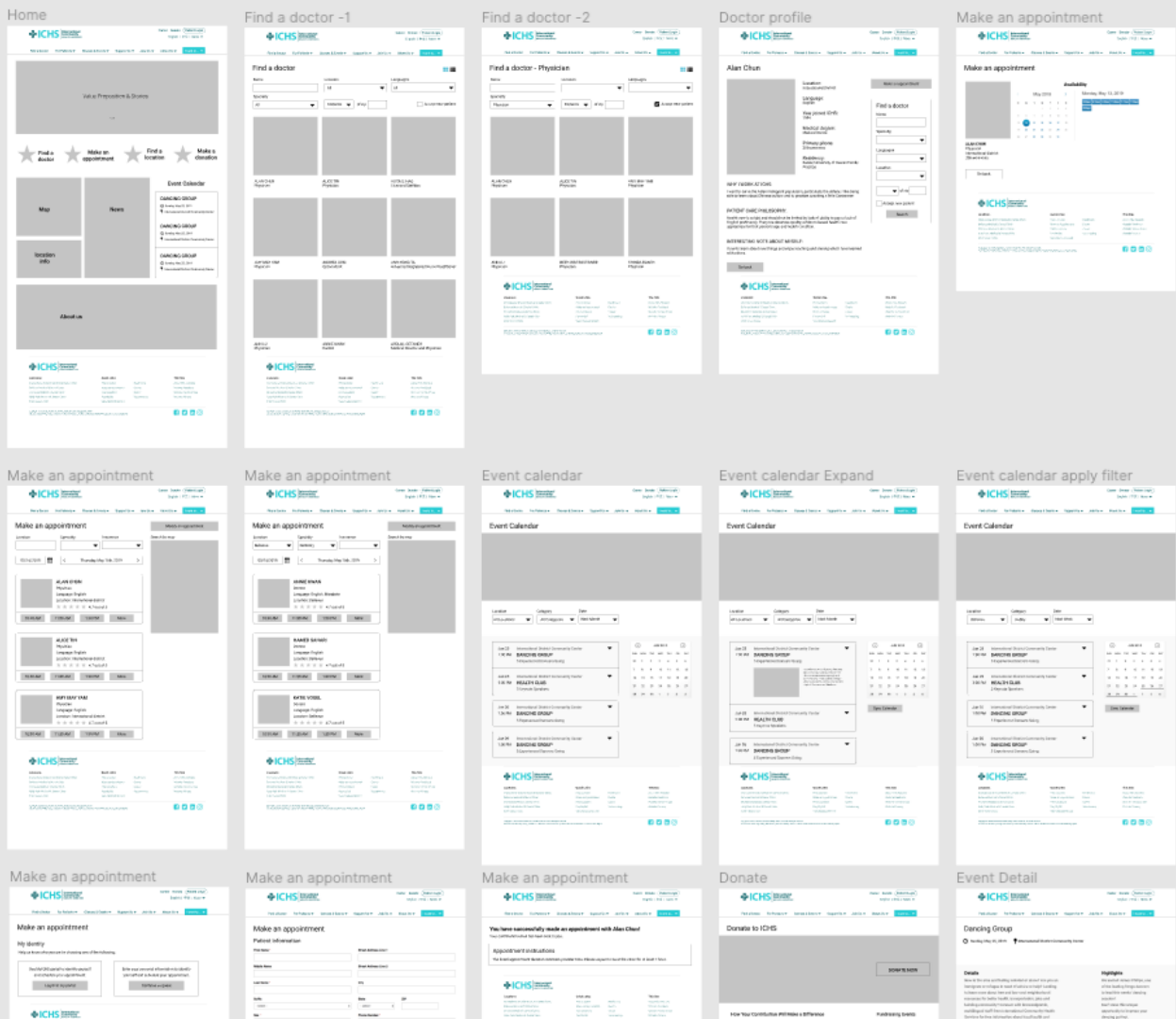
Register for upcoming event

Actions - Lo-fi Prototype

Lo-fi Prototype

We designed eight primary scenarios based on three personas.

We created low-fi prototypes based on the eight primary scenarios.

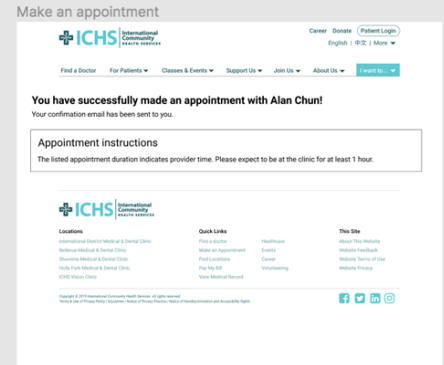
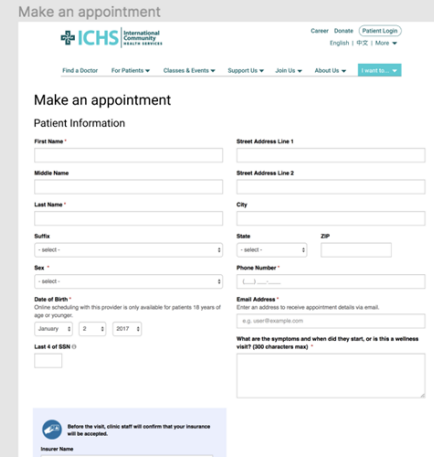
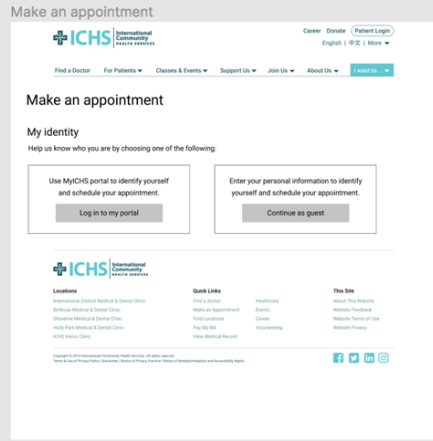


Stakeholder Interview & Usability Testing

Using our low-fi prototype, we conducted usability study with patients and employees at ICHS. We also did a walk-through and interview with stakeholders at ICHS. This process helped us gain valuable feedback for iteration.



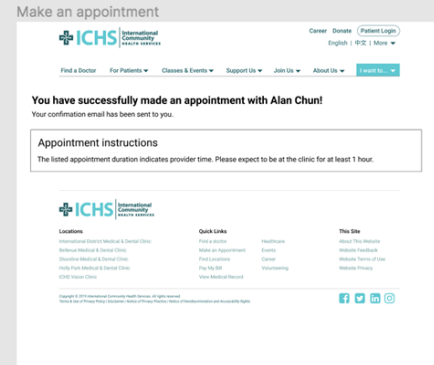
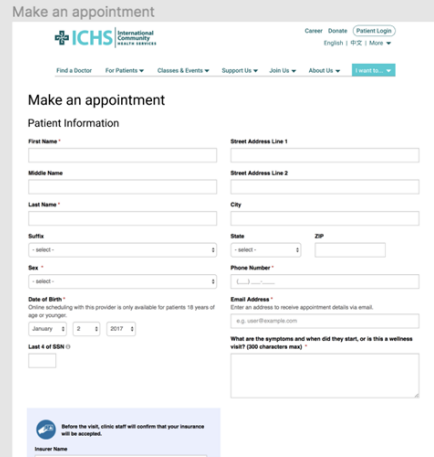
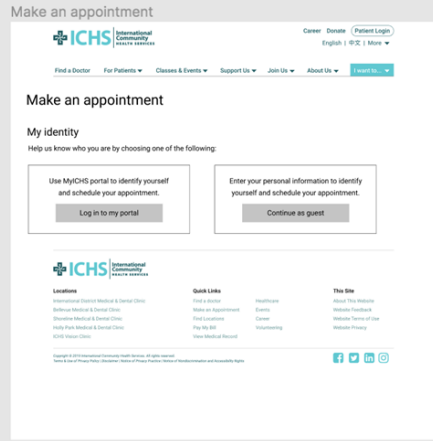
Usability Findings Actionable Items



1 Address Extreme Use Cases for Patients

Provide alternatives for patients who are unwilling to fill in personal information
Provide quick access to location and contact information for emergency situations

Usability Findings Actionable Items

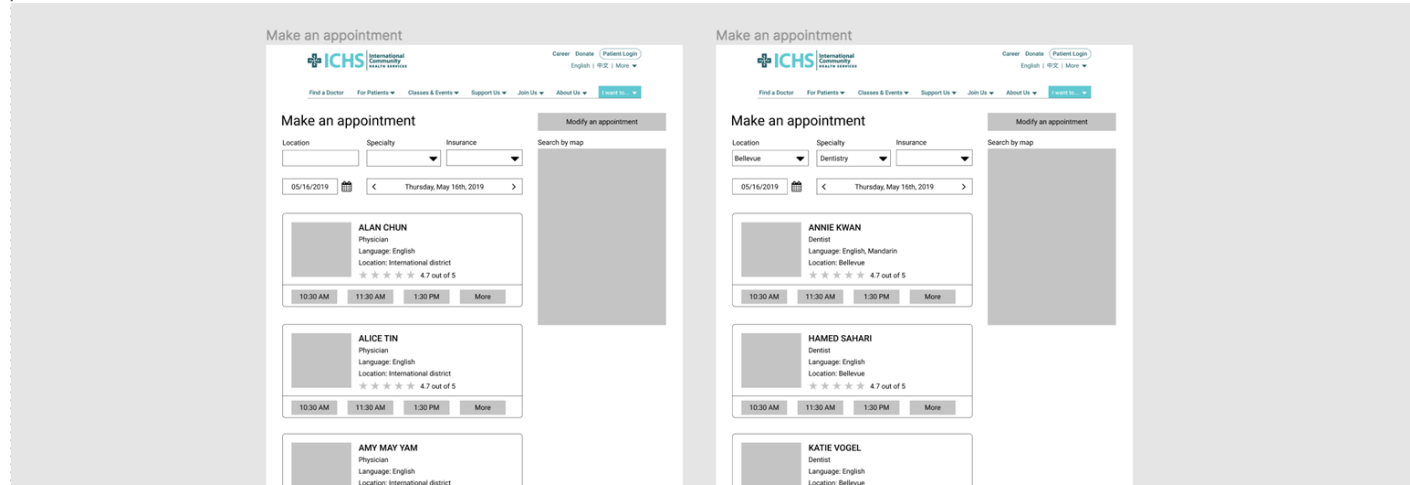


2 Reduce Mental Burden

Use more visual components
For patients, provide one page summary of appointment detail for confirmation

Usability Findings

Actionable Items



3 Sensitive information concern

Remove doctor's rating

Modify information that are required for making an appointment

Usability Findings

Actionable Items

At ICHS, we provide culturally and linguistically appropriate health services for King County's diverse people and communities.

[Find a Doctor](#)

[Find a Location](#)

[Make a Donation](#)



4 Visual Strategy

Inclusive - welcome people from all backgrounds

Professional - provide quality health services

Soothing - calm environment for patients

High-fi Prototype

Walkthrough

Career Donate **Patient Login**
English | 中文 | More

Find a Doctor For Patients Classes & Events Support Us Join Us About Us I want to

At ICHS, we provide culturally and linguistically appropriate health services for King County's diverse people and communities.

Find a Doctor Find a Location Make a Donation

Community Health Services in 50+ Languages

ICHS offers a full range of primary medical, vision, dental and behavioral health care services at our modern community health care facilities in Seattle's Chinatown-International District and Holly Park neighborhoods, and in the cities of Bellevue and Shoreline. For your convenience, we have onsite pharmacies and laboratories. ICHS also offers Chinese Traditional Medicine at our International District Clinic. We've got your health covered, from infant and well child check ups to immunizations, nutrition services, obstetric and geriatric care.

Locations	Upcoming Events	Language Assistance
	<p>MAY 29 Wed 10:00 AM Outreach & Education @ Jubilee Reach Thrift Store</p> <p>MAY 31 Fri 8:30 AM Outreach & Education @ ARCS</p> <p>JUN 1 Mon 10:00 AM Outreach & Education @ Outside of City Hall at CoscoRoads Mall</p> <p>JUN 3 Mon 9:00 AM Outreach & Education @ Goodwill Thrift Store</p> <p>JUN 5 Mon 11:00 AM Outreach & Education @ Outside of City Hall at CoscoRoads Mall</p>	<p>Español Укрaїнська</p> <p>繁體中文 Oromiffa</p> <p>日本語 گۆنډول</p> <p>Tiếng Việt ភ្នំពេញ</p> <p>한국어 igr</p> <p>Русский Français</p> <p>Tagalog Deutsch</p> <p>සිංහල አማርኛ</p>

News

- ICHS to create exhibit space with SBOK Historic South Downtown grant
- ICHS helping lead statewide efforts to protect kids against disease
- ICHS to create exhibit space with SBOK Historic South Downtown grant
- Bellevue is growing bigger and better every day!

Meet our Patients

ICHS has partnered with Mapping Our Voices to produce digital stories on topics like preventive health check-ups, smoking cessation, exercise, and stress management.

Check out ICHS channel on Vimeo:
www.vimeo.com/channels/ichs

Meet Shu Ping Sun
"I am so grateful the staff at ICHS can speak Mandarin or Cantonese!"

Meet Lucia Gimeno
"I feel like I'm with family!"

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Our Impact

Last year, International Community Health Services (ICHS) provided health care to 32,000 patients that was cost effective and of higher quality than most primary care centers.

More of our patients obtained preventive services and screenings as well as actively participated in the management of their chronic conditions. Fewer had unnecessary procedures. These benchmarks of success are why the Health Resources and Services Administration has named ICHS a National Quality Leader four out of the past five years.

31,841 Patients

81% Persons of Color

53% Use Interpretation Services

\$250,000 National Grant Awarded

Locations

- International District Medical & Dental Clinic
- Bellevue Medical & Dental Clinic
- Shoreline Medical & Dental Clinic
- Holly Park Medical & Dental Clinic
- ICHS Vision Clinic

Quick Links

- Find a Doctor
- Make an Appointment
- Find Locations
- Pay My Bill
- View Medical Record

Healthcare

- Events
- Career
- Volunteering

This Site

- About This Website
- Website Feedback
- Website Terms of Use
- Website Privacy

Copyright © 2018 International Community Health Services. All rights reserved. Terms & Use of Privacy Policy | Disclaimer | Notice of Privacy Practices | Notice of Non-Discrimination and Accessibility Rights

We are actively seeking locations.

Careers

Career Donate **Patient Login**
English | 中文 | More

Find a Doctor For Patients Classes & Events Support Us Join Us About Us I want to

Our Core Values

- Team – We work together for health.
- Making a difference – We make a difference today with tomorrow in mind.
- Excellence – We are committed to excellence.
- Integrity – We are committed to excellence.

Obstacles

1

Interviewees are not the people who actually use ichs.com. On average the website users show low technical literacy

Workaround / Solution

How we overcame the first problem is to focus more on ICHS staff who use the website as both patient and staff, as well as we tightly link our design to stakeholders' intentions / business goals

2

Make an appointment is a typical scenario but couldn't be implemented due to technical feasibility

Workaround / Solution

We designed the appointment feature with 'if it becomes technical feasible in the future, how it should look like' mindset.

Reflections

1

Recruit more people who can represent our personas more accurately

(i.e. find past survey participants from the organization)

2

Given more time, we would have come up with a mobile website design